

## **Beat the Heat – Check the Back Seat**

In 2010, there were nearly 50 children who died in vehicle hyperthermia related incidents. Tragically, in the past week alone there have been 5 juvenile vehicular hyperthermia deaths across the nation, bringing the year's total to 15.

An examination of media reports about the 494 child vehicular hyperthermia deaths for a 13 year period (1998 through 2010) shows the following circumstances:

- 51% - child "forgotten" by caregiver (253 Children)
- 30% - child playing in unattended vehicle (150)
- 17% - child intentionally left in vehicle by adult (86)
- 1% - circumstances unknown (5)

We need your help. Last year many of you partnered to promote a national child vehicle hyperthermia campaign... Beat the heat, Check the backseat. This year we partnered with National Weather Service HQ and a graphic design artist to create graphic logos to compliment the slogan.



Please help promote this campaign and help save some kids.

See the following link for more info on Heat Wave safety...

[http://www.crh.noaa.gov/mkx/?n=heat\\_wave](http://www.crh.noaa.gov/mkx/?n=heat_wave)